

# Kroll Increases Share of Voice on Key Search Term by 285%, 7% to 27%



**BRIGHTEDGE**  
CASE STUDY

## THE PROBLEM

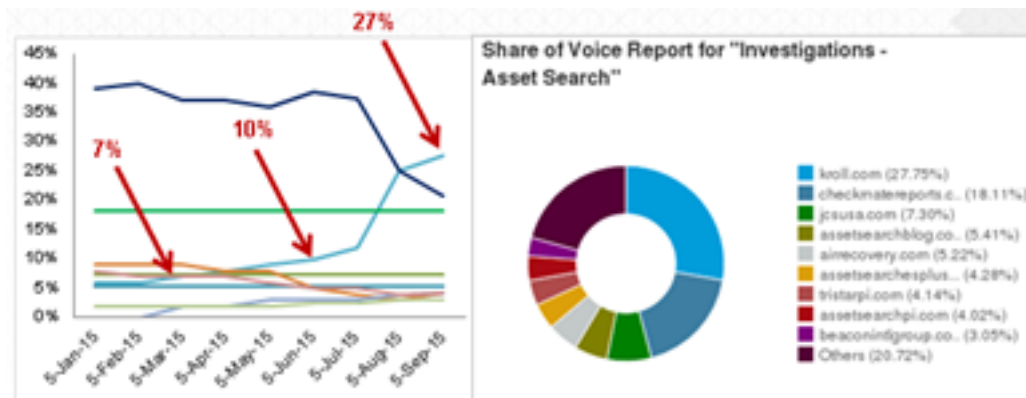
Kroll is in the business of asset investigations, intelligence, risk analysis, cyber security, data breach response, and e-discovery. Their campaign objective was to increase their lead generation for their asset search service by 50% for the year.

## THE SOLUTION

Kroll decided to invest their efforts in the organic search channel. Looking at the BrightEdge dashboards, Parker identified their “striking distance” keywords on page 2 and 3, and looked at how to improve on-page optimization, and increase site content and backlinks. The BrightEdge site recommendations capability identified the specific on-page tactics to address. The campaign metrics were Share of Voice, Visitors, Form Fills, Won Cases, and New Revenue.

## THE RESULTS

Parker and Kroll increased their exposure on the target search terms and nearly tripled their traffic at the expense of all of their tracked competitors. She recommends a cross-channel holistic strategy centered around clear goals and a platform with properly integrated data flow and tracking.



Whitney Parker  
Director, Global Digital Marketing  
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71% of traffic goes to page 1 of the search results. Getting from position 2 to position 1 doubles the traffic we get to our site and that translates into another \$300,000 in revenue. That is a powerful message for a CEO.

